

PROFESSIONAL ASSISTANCE

One of the main points to consider in the implementation of the downtown improvements is that the plan presented in this report is a preliminary plan and is therefore very general in nature and in no instance should be used as the basis for construction. This preliminary plan should be used as a basic guide and framework from which more detailed plans and working drawings can be made. The talents and skills of architects, landscape architects, engineers and then contractors will be required to carry out the plan. Architects should be hired for the design of new buildings and for the design of improvements of the existing buildings. Landscape architects should be hired for the design and preparation of detailed drawings of the malls and outdoor spaces and to make recommendations for the different types of trees and plantings to be used in the area.

PUBLIC RELATIONS

The success of a downtown revitalization program in Shelby depends to a great extent upon community cooperation. Every effort should be made to bring all phases of the downtown program to the attention of the general public. Newspapers, radio and television studios all can help in the developing of public support, by keeping the citizens informed about what is taking place, and what is hoped to be accomplished.